

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 787818 /		<u>Alt Order #</u> 06212428
<u>Product</u> <b>BROWN FOR SENATE</b>		
<u>Contract Dates</u> <b>10/30/12 - 11/05/12</b>		<u>Estimate #</u>
<u>Advertiser</u> <b>Brown, S/D-United States Senate</b>		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street**  
**Floor 6**  
**Philadelphia, PA 19103-3700**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 1	WOIO	11/04/12	11/04/12	SU Action News at 630p	630-7p		:30			NM	0	\$0.00
E 2	WOIO	10/30/12	11/02/12	Action News at 4p	4-5p		:30			NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$500.00			
E 3	WOIO	11/05/12	11/05/12	Action News at 4p	4-5p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	2-----				2	\$500.00			
E 4	WOIO	10/30/12	11/02/12	Action News at 6p	6-630p		:30			NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$2,500.00			
D 5	WOIO	11/05/12	11/05/12	Action News at 6p	6-630p		:30			NM	0	\$0.00
E 6	WOIO	10/30/12	11/02/12	Action News at 5p	5-6p		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,500.00			
E 7	WOIO	11/05/12	11/05/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00			
D 8	WOIO	10/30/12	11/02/12	M-F 7-730p	7-730p		:30			NM	0	\$0.00
E 9	WOIO	11/05/12	11/05/12	M-F 7-730p	7-730p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$4,500.00			
D 10	WOIO	10/30/12	11/02/12	M-F 730-8p	730-8p		:30			NM	0	\$0.00
D 11	WOIO	11/05/12	11/05/12	M-F 730-8p	730-8p		:30			NM	0	\$0.00
E 12	WOIO	10/30/12	10/30/12	Tue Hour 3	10-11P		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$3,000.00			
D 13	WOIO	10/30/12	10/30/12	Tue Hour 1	8-9P		:30			NM	0	\$0.00
D 14	WOIO	11/02/12	11/02/12	Fri Hour 3	10-11p		:30			NM	0	\$0.00
D 15	WOIO	11/05/12	11/05/12	Mon Hour 3	10-11P		:30			NM	0	\$0.00
D 16	WOIO	11/01/12	11/01/12	Thur Hour 3	10-11p		:30			NM	0	\$0.00
E 17	WOIO	11/04/12	11/04/12	Sun Hour 4	10-11p		:30			NM	1	\$4,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Contract / Revision</u> 787818 /		<u>Alt Order #</u> 06212428
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Product</u> BROWN FOR SENATE
<u>Advertiser</u> Brown, S/D-United States		<u>Estimate #</u> 
		<u>Original Date / Revision</u> 10/29/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$4,500.00			
D 18	WOIO	10/30/12	10/30/12	Tue Hour 2	9-10P		:30			NM	0	\$0.00
D 19	WOIO	11/01/12	11/01/12	Thur Hour 2	9-10P		:30			NM	0	\$0.00
D 20	WOIO	11/04/12	11/04/12	Sun Hour 1	7-8p		:30			NM	0	\$0.00
D 21	WOIO	10/31/12	10/31/12	Wed Hour 3	10-11p		:30			NM	0	\$0.00
D 22	WOIO	10/31/12	10/31/12	Wed Hour 2	9-10p		:30			NM	0	\$0.00
D 23	WOIO	11/04/12	11/04/12	Sun Hour 3	9-10p		:30			NM	0	\$0.00
E 24	WOIO	11/04/12	11/04/12	Sun Hour 2	8-9p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$4,500.00			
D 25	WOIO	10/31/12	10/31/12	Wed Hour 1	8-9p		:30			NM	0	\$0.00
26	WOIO	11/01/12	11/01/12	Thur Hour 1	8-9P		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$4,000.00			
D 27	WOIO	11/04/12	11/04/12	Lt Su Action News at 11p	1130p-1230a		:30			NM	0	\$0.00
E 28	WOIO	11/03/12	11/03/12	11p-1205a	11p-1205a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$750.00			
D 29	WOIO	10/30/12	11/02/12	David Letterman	1135p-1238a		:30			NM	0	\$0.00
D 30	WOIO	11/05/12	11/05/12	David Letterman	1135p-1238a		:30			NM	0	\$0.00
E 31	WOIO	10/30/12	11/02/12	Action News at 11p	11-1135p		:30			NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$3,000.00			
E 32	WOIO	11/05/12	11/05/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,000.00			
E 33	WOIO	10/30/12	11/02/12	The Early Show	7-9a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				1	\$100.00			
E 34	WOIO	10/30/12	11/02/12	America Now	9-10a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				1	\$125.00			
35	WOIO	11/04/12	11/04/12	Sun Hour 4	10-11p		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$6,000.00			
E 36	WOIO	11/02/12	11/02/12	Fri Hour 1	8-9p		:30			NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,750.00			
37	WOIO	10/30/12	11/02/12	The Talk	2-3p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				1	\$1,000.00			
N 38	WOIO	11/04/12	11/04/12	Lt Su Action News at 11p	1130p-1230a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$700.00			
Totals											36	\$68,425.00

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787818 /	06212428

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	BROWN FOR SENATE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Brown, S/D-United States	10/29/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
10/29/12 - 11/04/12		31		\$58,425.00		\$49,661.25						
11/05/12 - 11/11/12		5		\$10,000.00		\$8,500.00						
<b>Totals</b>		<b>36</b>		<b>\$68,425.00</b>		<b>\$58,161.25</b>						

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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